

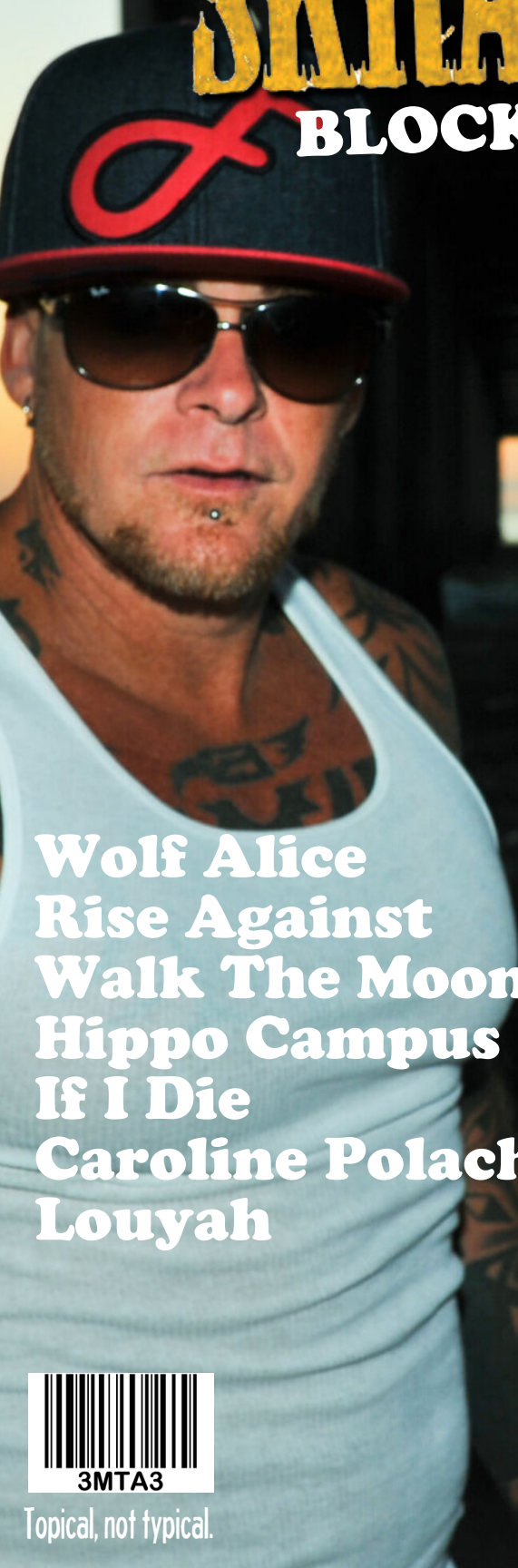
# MAXIMUM **AL**TERNATIVE

8.12.21 / #154

the music discovery magazine

## SKRATCH & SNIFF

### BLOCK ROCKIN BEATS



**Wolf Alice**  
**Rise Against**  
**Walk The Moon**  
**Hippo Campus**  
**If I Die**  
**Caroline Polachek**  
**Louyah**

**savage tracks**  
**dark fuzz**  
**nacc noncomm & next**  
**charts**  
**sound/off**  
**the new music food**  
**truck**  
**discover & download**



Topical, not typical.



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*"Smile"*

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THE  
MOON

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THE BAND WITH  
7 TOP 10 ALT HITS  
INCLUDING THE  
MASSIVE MULTI  
FORMAT #1's  
"SHUT UP & DANCE" & "ONE FOOT"





## SOUND/OFF 6

## DISCOVER & DOWNLOAD 8

Max Alt's exclusive look at the songs being highlighted at radio this past week in new music programs across the country.

## THE NEW MUSIC FOOD TRUCK 9

The leading alternative syndicated radio show right on your desktop or phone! Undiscovered acts a plenty!

## MAXALT APPROVED 10

What the cool kids are listening to this week! New music from If I Die, Caroline Polachek and Louyah.

## SKRATCH N SNIFF 12

It's been 18 years for the Skratch 'N Sniff show and they are still killing it and the show is still evolving. We check in with the duo..

## SAVAGE TRACKS 12

Brad Savage, PD of AAA WAPS in Akron, OH brings you 3 new tracks that alternative radio should be playing now!

## DARK FUZZ 18

Max Alt's look at shoegaze, psychedelic and space rock featuring Echodrone, Best Coast & Greywave

## NACC COLLEGE CHARTS 6

The North American College & Community radio charts highlight the top tracks at Non Comm and what's NEXT from college radio.



# MAXIMUM ALTERNATIVE

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# HIPPO CAMPUS "BAD DREAM BABY"

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## 2022 TOUR DATES JUST ANNOUNCED:

- |  |  |
|--|--|
| 2/17 - Madison, WI - The Sylvee          | 3/12 - Columbus, OH - Express! Live          |
| 2/18 - Chicago, IL - The Riviera Theater | 3/29 - Kansas City, MO - Arvest Bank Theatre |
| 2/19 - Indianapolis, IN - Egyptian Room  | 4/02 - Salt Lake City, UT - The Union        |
| 2/21 - St. Louis, MO - The Pageant       | 4/04 - Portland, OR - Roseland Theater       |
| 2/22 - Tulsa, OK - Cain's Ballroom       | 4/05 - Seattle, WA - Showbox Soho            |
| 2/24 - Atlanta, GA - The Eastern         | 4/06 - Vancouver, BC - Vogue Theatre         |
| 2/25 - Nashville, TN - Brooklyn Bowl     | 4/08 - Oakland, CA - The Fox Theatre         |
| 2/26 - Raleigh, NC - The Ritz            | 4/09 - Orange County, CA - House of Blues    |
| 2/28 - Philadelphia, PA - The Fillmore   | 4/12 - Los Angeles, CA - The Palladium       |
| 3/01 - Brooklyn, NY - Brooklyn Steel     | 4/13 - Phoenix, AZ - The Van Buren           |
| 3/02 - New York, NY - Webster Hall       | 4/15 - Dallas, TX - House of Blues           |
| 3/04 - Washington, DC - 9:30 Club        | 4/16 - Austin, TX - Stubb's Waller Creek     |
| 3/05 - Washington, DC - 9:30 Club        | 4/17 - Houston, TX - White Oak Music Hall    |
| 3/06 - Boston, MA - House of Blues       | 4/19 - San Antonio, TX - The Aztec           |
| 3/08 - Montreal, QC - Corona Theatre     | 4/20 - Oklahoma City, OK - Jones Assembly    |
| 3/09 - Toronto, ON - Danforth Music Hall | 4/21 - Omaha, NE - Sokol Auditorium          |
| 3/11 - Pittsburgh, PA - Roxian Theatre   | 4/23 - Minneapolis, MN - The Armory          |

"One of the most exciting EP's released in recent years, it's true excellence." - Line of Best Fit

"A manic banger." - Billboard

"Cathartic, confessional" - American Songwriter

# GOOD DOG, BAD DREAM

HIPPO CAMPUS

AUGUST 6TH





I'm stepping down from the soap box for a week to celebrate a piece of visual art. **ONErpm** NYC recently revealed a mural entitled "Real Music Lives" by renowned artists **Suliman Onque** and **Chris Reyes**. The mural located inside the ONErpm NYC Soho office is a tribute to the legendary local music, people, and places that defined our global culture for over a century. The visual addition follows in the footsteps of many great record companies that take pride in their workplace surroundings. The reason I also find this important, is it is great to see a company based in a major urban center celebrating the



For that reason it's exciting to have an opportunity to acknowledge that common ground in such a profound manner. Speaking on the mural, the collaboration, and what it means to him, **Joe Guzik**, Head of ONErpm NYC said, "Real Music Lives is an exciting example of the music intersecting with the art world. It's the perfect inspiration for our artist partners and colleagues who work in our NYC office. I'm blown away that legends of the art world like Suliman Onque and Chris Reyes would share their talent with us."

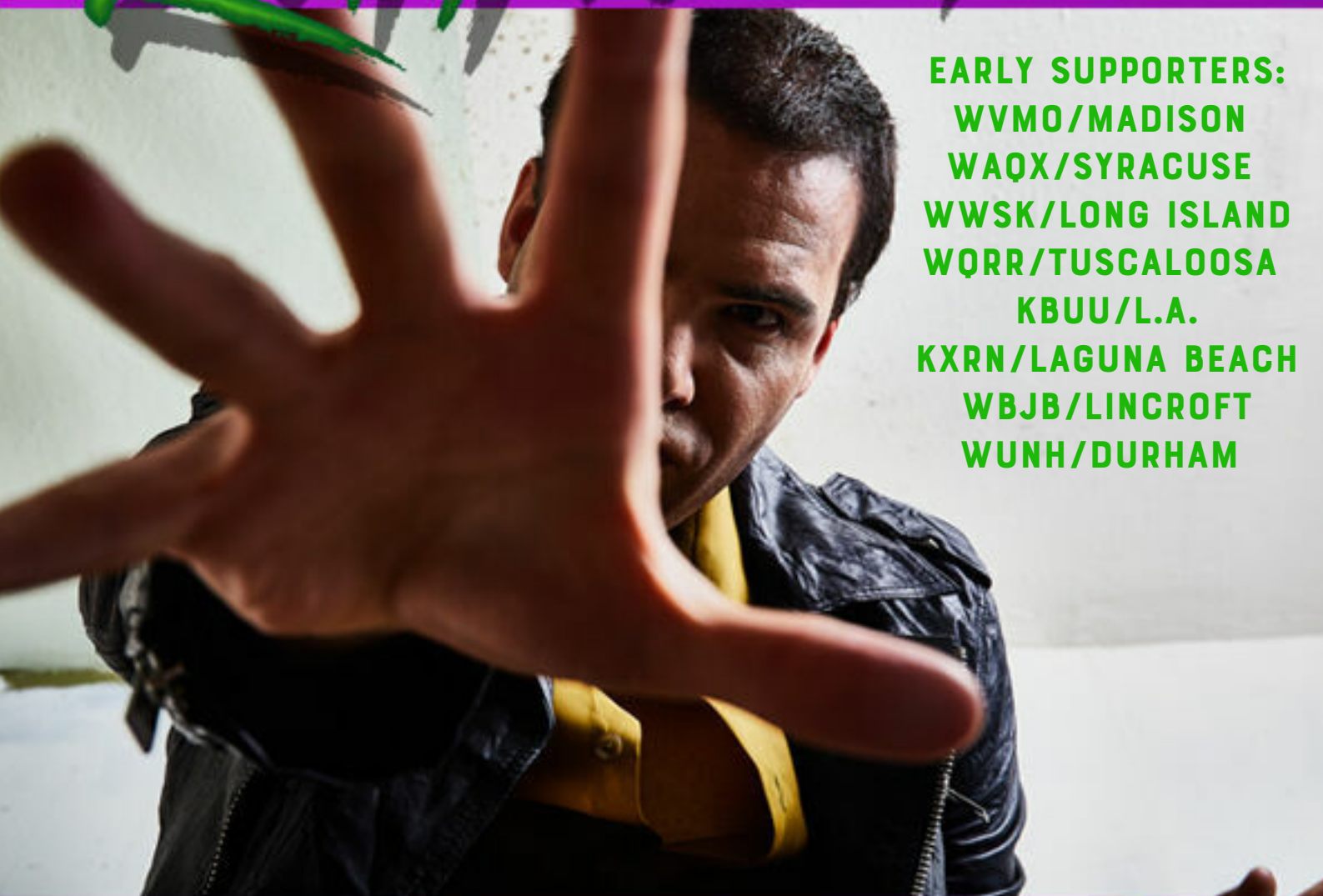
Alright, I'm not totally staying off the soapbox. I received a lot of quite interesting feedback to my take in last week's issue about **Kat Corbett's KROQ** departure. Perhaps it was best to see **Fred Jacobs** echo much of what I said in a blog post **Are Radio Stations Genres Or Lifestyles?** Read it by banging [this link](#). More on this next week.

**SOUND/off**  
~ Michael Parrish ~

workplace when many people seem to be clamoring to permanently work from home while living in fear of a virus. Speaking on the piece and his work Suliman said, "To capture the journey of Real Music and it's history was powerful for me. From Newark to New York, from Hip Hop to Salsa music, you can feel the vibes. Music and art is everything! It was an honor to create this mural with my art brother, Chris Reyes. Stay tuned, this is Sul NN!" In the greatest city in the world, music and art will always share a common place.



# RATINOFF



EARLY SUPPORTERS:  
WVMO/MADISON  
WAQX/SYRACUSE  
WWSK/LONG ISLAND  
WQRR/TUSCALOOSA  
KBUU/L.A.  
KXRN/LAGUNA BEACH  
WBJB/LINCROFT  
WUNH/DURHAM

# ANOTHER DAY

“Musically, Ratinoff - the project of Jay Ratinoff - is incredibly reminiscent of the alternative-rock from the aforementioned decades, skillfully blending metal, electro, pop, and industrial. Ratinoff brings some flair with him to his Filter/early-Strokes inspired brand of alt/rock.”

~ Substream ~

“Hitting the sweet spot between rock’s rabble-rousing aggression and alt-pop accessibility and addiction. Even the most hard-hearted cynic or entrenched musical tribal follower would be hard pushed not to fall for its raucous charms immediately.”

~ Dancing About Architecture ~

Radio contacts:

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## WWCD **COLUMBUS**

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**TW: Arrested Youth "Find My Own Way"**

LW: Capital Theatre "People"

## **AUDACY**

Pick Of The Week

**TW: The Linda Linda's "Oh"**

LW: RUFUS DU SOL "Alive"

## SIRIUSXM **ALTNATION**

Advanced Placement

## **GRANDSON**

"Rain" w/Jessie Reyez

## **GRACE MITCHELL**

"Tryst"

## **ALL TIME LOW**

"PMA" f/Pale Waves

## **FOXING**

"Draw Down The Moon"

## **FOSTER THE PEOPLE**

"Broken Jaw"

## **BAND OF YOU**

"Cruel Summer II"

## WAQX **SYRACUSE**

The Drop

**TW: Aurora "Cure For Me"**

LW: Seb "Seaside Demo"

## WRFF **PHILADELPHIA**

New Music Discovery

**TW: Palaye Royale "No Love In LA"**

LW: Maneskin "I Wanna Be Your Slave"

## **KFRR FRESNO**

Discover & Download

**TW:**

LW: Slothrust "Once More For The Ocean"



# DISCOVER > DOWNLOAD

New music programs happening around the dial.



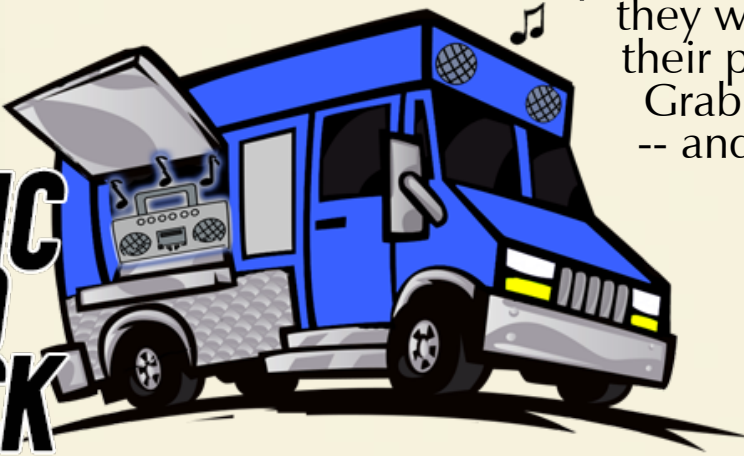


Aaron & Jim, two crazy brothers are cookin' and servin' up only the tastiest tracks from around the world. Hosted by Aaron and produced by Jim, together, these guys have over 50 years of radio experience, as they been at it since

they were old enough to reach their parent's music collection!

Grab a plate and a cold drink -- and sit back and feast upon their musical buffet.

# the NEW MUSIC FOOD TRUCK



Hosted by Aaron Zytle

**CLICK HERE  
TO LISTEN  
TO THIS  
WEEK'S  
SHOW!**

## **THIS WEEK'S PLAYLIST** **Show #171. Week of 8.10.21**



**MaxAlt Approved**  
**Take Out Track**  
**THE UNLIKELY**  
**CANDIDATES**  
*"Gemini"*

Moon Taxi "Mission"

Tim Atlas "Water"

Ian Sweet "Yellow"

**The Unlikely Candidates "Gemini"**

Grace Mitchell "Tryst"

DEVORA "Fist Fight"

Rowan "Everybody Talks"

Island "By Your Side"

Lakes "Matches"

Grizfolk "Now That I Know"

Zella Day "Golden"

Andy Frasco & The U.N. "Dancin' Around My  
Grave"

Matt Springfield "Things I've Said"

**The New Music Food Truck is syndicated and available FREE!**

Local avails for radio stations worldwide.

For more information click to email [jim@newmusicfoodtruck.com](mailto:jim@newmusicfoodtruck.com)

For a short demo of the show click [here!](#)



[www.newmusicfoodtruck.com](http://www.newmusicfoodtruck.com)



## if i die "miles"

This track bucks the trend of Pop Punk coming out of The Audio Compound in Orlando, as If I Die deliver a slow burning track that runs the line between ALT and Pop. There's no video for it yet, so **[bang this link](#)** if you want to give it a listen or download it for your station.



## caroline polachek "bunny is a rider"

The Orchard is building a track record of releasing gems like this, which follows in the footsteps of Tessa Violet and Blu DeTiger. Caroline Polecheck delivers an infectious tune that draws you in with each note. We're not alone in our fascination as the song is currently pulling in 100k streams a day.





# MAX ALT APPROVED

what the cool kids are  
listening to

## **louyah** "i used to care"

If you haven't seen the video of Louyah riding in a car with his friends as his song makes its debut on the radio yet, then hit ***this link***. It's great to see an artist still get excited when his jam comes over the airwaves. And what a jam this track is. Give all the credit to Jeff Raspe for playing this

one and creating a viral moment that is going to propel this slice of lo fo pop onto ALT radio's airwaves. Mike Kaplan, this one is perfect for your Audacy vision.





Brad Savage has alternative in his blood. He has always seen the potential in crossover records across the Alt/AAA formats. Brad is based at noncomm AAA The Summit (WAPS) in Akron - Youngstown - Cleveland, OH and also programs WBDB-LP "103.3 The Bridge" in Richmond, VA. His playlists reflect music discovery



**PLANT & KRAUSS**  
**can't let go**  
**WATCH**

This song came via PlayMPE just this morning at 4am. It's a bit of a surprise, and a perfect song for AAA and Roota / Americana

# savage

with Brad Savage  
of WAPS Akron

# tracks



with accessibility with artists like White Reaper and Seratones next to Big Thief and Coldplay. Each issue, Brad brings you his hot picks from AAA for Alternative Radio.

**Have some feedback for Brad? Leave it here and he'll hit you back!**

*Click to email Brad Savage*

Roots/Americana formats. Robert Plant & Alison Krauss will be reuniting for "Raise The Roof", a new LP to be released on November 19. Fourteen years after "Raising Sand" won six Grammys, the duo have returned. This lead single is a cover of a song by Lucinda Williams and will be familiar in most AAA gold libraries. Their rendition is everything you'd expect it to be, and should become a high profile current song for many stations. The album will feature producer T. Bone Burnett again this time, with twelve covers (Merle Haggard, Everly



twelve covers (Merle Haggard, Everly Brothers, Allen Toussaint, Anne Briggs and more) along with a couple originals. There has also been an announcement of a Plant/Krauss tour in 2022. Go listen to this at once!



**AUBRIE SELLERS**  
**waste your time**  
**WATCH**

This is another brand new release and new duo collaboration by two notable emerging artists. For me, on one listen this became one of my favorite new songs. Jackson + Sellers have a forthcoming album together titled "Breaking Point", due 10/22. The collaboration began as a social media DM from when Jackson approached Sellers last year asking if Sellers would sing some backing vocals for Jackson. That led to a full on duo collaboration and this first sneak peek is a dynamic, bombastic, honest song that should lead to much interest in the

full project release. Jade Jackson is an artist from Northern California who has been mentored by Mike Ness (Social Distortion) as a songwriter and producer for a couple of great albums. Aubrie Sellers has a couple previous LPs including an absolutely dynamite single with Steve Earle from 2020 called "My Love Will Not Change". She is the daughter of Nashville stars Jason Sellers and LeAnn Womack. I can't stop listening to this new single on repeat!



Sleigh Bells are a celebrated indie rock duo who are returning for their sixth album, after an absence of about four years. They've always had punchy and jarring complicated songs that eek their way into your mind for repeated refrains over and over. What strikes me about this new single is the looped heavy

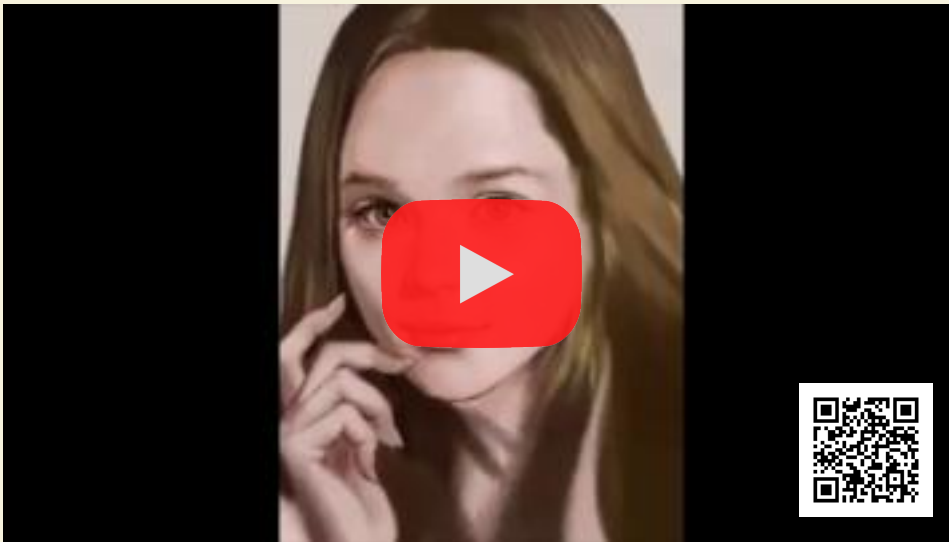
metal style drum-beat, which must be sampled from somewhere in the Metallica or Megadeth catalog. They've crafted this perfect, edgy, ultra-modern soundscape around it. This sounds like futuristic music from 2035. Sleigh Bells are a duo consisting of Derek Miller and Alexis Krauss, and this new LP "Taxis" is to be released on 9/10. This band has a lot of history and credibility, and have been indie, specialty and college radio darlings for a number of years. As I keep listening to this song, I think it might be time for them to graduate to a more full rotation level and this just might be the type of song that cuts through and makes our stations stand out to listeners, as a means of discovery and exploration.



# DARKFUZZ

shoegaze. space rock. psychedelic.

**NEW RELEASE**



## **ECHODRONE RESURGENCE**

Another release by the San Francisco band that is a product of the health crisis of 2020. Each member recorded their parts individually and then tied them together in production for an amazingly deep work. Eight tunes of good shoegaze.

"A Ghost and a Walkman" is an example of the layers that create a rich and complex sound. The classical music influences DNA is evident and appears to bring these arrangements together perfectly.

"Midnight Frost" has a big dynamic sound.

The choice to cover "My Life" by overrated Billy Joel is interesting, but forgivable due to the rest of the solid work. This is a solid release and worth the valuable 41 minutes of time.

## CLASSIC ALBUM REVIEW



### **BEST COAST** **CALIFORNIA** **NIGHTS**



Released in 2015, *California Nights* is already a new classic. I guess if a great current band can warrant an 'Essentials' playlist on Apple Music they can cross over into the classic territory. Songwriter/guitarist/vocalist Bethany Cosentino and guitarist/multi-instrumentalist Bobb Bruno are well known now. (Any band that

child of Linda Ronstadt and Brian Wilson, with the distinction of being a 'left of the dial' thinker like the great Paul Westerberg. Bruno's guitar work weirdly sounds like some of Alex Lifeson's early 80s work. They are just good. This album is a classic.

Jess Webberley's latest work is a demonstration of a new take on the classic shoegaze alternative vocal driven rock. It would be easy, and obvious, to associate with acts such as The Cranberries or Lush, but this has a denser sound. Seemingly highly produced but not commercial. Graywave's vocals are the most potent tool of the release.

### **BONUS PICK** **GRAYWAVE** **PLANETARY SHIFT**



"Dreaming," the opener, highlights Graywave's superbly gifted vocal strength. "Swallow" is a tune that should be featured on alt-rock stations for some time to come. "Before" is a guitar monster, "Like Heaven" is attention holding. A strong release for an artist that we hope will continue to produce work for a long time.





## THE MAXALT INTERVIEW

Block Rockin' Beats

# SKRATCH 'N SNIFF

Mixing Across The Nation with Skratch 'N Sniff

Article by Michael Parrish  
Photos courtesy of Skratch 'N Sniff

When the Skratch 'N Sniff radio program made its debut on 91X in San Diego in 2003, the idea that it could grow into a show syndicated over 60 stations was not even a thought. But that's exactly what has happened as the show conceived by on-air host and production guru Malcolm Ryker and programmed by DJ Mike Czech has found its way on to some of the biggest Active Rock and Alternative radio stations.

The duo came together when Malcolm was at 91X and Mike was working at Z90 in San Diego, doing Hip Hop mix shows. It was a time when the active sports world of skateboarders, snowboarders, and surfers were merging into the Alternative music club scene where underground Hip Hop was melding with the Alternative world.

They saw what was happening at the local clubs and realized a hole existed for a radio show that combined Alternative and Rock music with the Hip Hop scene. In the fall of 2002, 91X gave the concept a test run during their Frosty The Showman holiday show by having Mike deejay between bands. As he says, "It was awesome, so we took that experience and built a show, launching it on February 1, 2003 on 91X."

It's been 18+ years for the Skratch 'N Sniff show and they are still killing it and the show is still evolving. We caught up with the guys for a conversation about the show.

*Continued next page*



**MP: Talk about the roots of the show and putting it together.**

**Mike Czech:** It started off as a one hour show. The early shows were more like radio theater. We weren't hosting it at all. Malcolm would put together some off the wall production pieces and I would mix in music and blend into the next song. This was right as digital deejaying started evolving. At the time I was doing the show entirely on vinyl and I realized I needed to get a CDJ to manipulate songs that weren't available on vinyl. I got the CDJ unit and then within a year, Serato was on the market, which opened things up and allowed us to play anything.

**MP: That was in an era when bands were still doing remixes and sometimes you would get the cool white label 12" of a song, but you don't find many bands doing that as much these days.**

**MC:** You're exactly right. I think that was the era of remixes. It was similar to the end of the Seventies into the early Eighties where remixes revamped how people listened to music and at dance clubs. The era that we started in, the late Nineties, early two thousands, was a huge resurgence of not only just remixes, but cross genre things were going on. An early sign was the Judgment Night soundtrack in '93, which

combined artists from different genres. Helmet and House of Pain, Living Colour and Run DMC, Mudhoney and Sir Mix-A-Lot. It was bubbling but wasn't a huge thing yet. There were these little dots on the map pointing in the direction we were going, but very few people had actually put it all the way together like we did. The first show we were mixing Fugees and Weezer and we were able to mix these things in that sandwiched it altogether with Linkin Park and KoRn and some of those type of artists at the time. It was just a really fun experience to push down that road.

**Malcolm Ryker:** People were fired up about it. San Diego is a hip town and 91X has always been a powerhouse Alternative station, so it was great right away. We also started having other stations around the country asking how they could get the mix. The show has always been about what's cool and what's going on and constantly reinventing itself. We've morphed the show through every phase from mashups through the different styles of remixes. Sometimes people just gave us things already made that were perfect like when Jay Z and Linkin Park were doing their own album. Mike is always searching and hunting to find the dopest remixes. Other times we're having to make our own remixes. We've gotten to the point now where artists will give us stems of their own songs so



time, reinterpreting things and putting our own spin on it.

**MP:** How do you connect with artists to gets the stems and remix songs?

**MC:** Sometimes it's through management. Sometimes it's through the artists themselves. It really depends on who or what the project is.

**MR:** One thing that we've always been really big at is we've do a killer Halloween mix every year. We've had some amazing artists and bands that have wanted to guest host our show. One of the biggest was Metallica. The fact that we could get Metallica to do our show was huge. We've had Avenged Sevenfold, Papa Roach, Motley Crue, Rise Against, I Prevail and we're still going strong.

**MC:** With the Metallica Halloween mix, we let Lars and James hear some of the stuff that we were doing with their music and the way that they came back and talked specifically about the

gotten to the point now where artists will give us stems of their own songs so we can play around with them. Ivan from Five Finger Death Punch is a big fan of the show. We mixed some DMX and Five Finger Death Punch and he loved it and wanted to do more.

**MC:** Ivan actually pulled me aside at a show that we were deejaying at and told

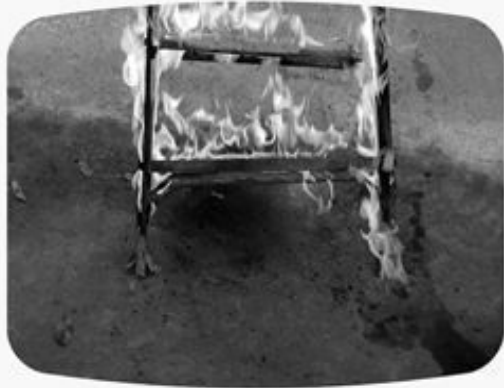
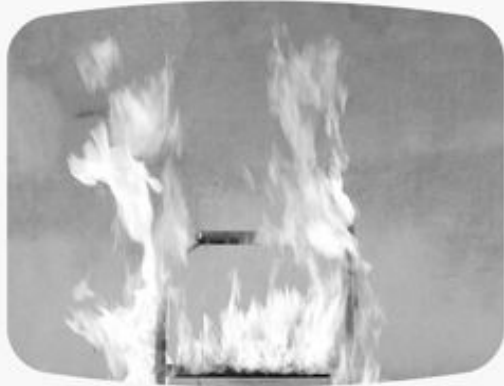
me he's always been a huge fan of DMX, but never had really any reason to say something to him. But since we put their songs together, it gave him a reason to go talk to him. When artists are into what we are doing, it's super cool because obviously there's some artists that don't want their masterpieces tinkered with, but what we do is all in the sprit of fun, having a good

*Continued next page*



# RISE AGAINST

"NOWHERE GENERATION"



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WEND, KROX & WLUM



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pieces that we put in, they loved it. It was such a mind bender to hear they were fired up about it.

**MP: How did you evolve to start creating two different programs for Rock and Alternative radio?**

**MC:** We started on 91X but in 2005, Clear Channel spun off the station. Malcolm stayed in the building at Clear Channel and we moved over to Rock 105.3. At that point we became an Active Rock show, which was also right at the start of our lean towards more syndication. So we quickly picked up Tampa, Orlando and Cleveland.

**MR:** We started noticing that Alternative and Rock were becoming different and moving into two different lanes. At that point, we decided to do an Alternative show and an Active Rock show. We're almost to a thousand shows on the Active Rock side and

the Alternative is approaching 450 shows.

**MP: Before COVID days, you were taking the show on the road and playing station festivals. Talk about that experience.**



**MC:** Our first big, out of market show was the very last Livestock in Tampa back in 2006. It was a multi-day, split stage with Rob Zombie and Saliva were the headliners. We'd already done it for a bunch of 91X shows, but this was proof of concept that we could do it in a heavier rock atmosphere. And for me, the gateway drug

into the Rock side of things was Rob Zombie. He's always put out remixes and had a more electronic lean, but between him and what KoRn was doing, those were our guiding lights as far as the programming on the Rock side of things.

**MR:** We've always been a fun show. We both host the show. We have fans around the country and we're on over 50 Rock stations, so playing live is our chance to get out in front of the people that are coming to these shows that are fans of our radio show and the music we play. There's 98 Rockfest in Tampa, which we've done for years. Earthday Birthday in Orlando with WJRR. We would go to The End in Charlotte when they had their Weenie Roast. We've done Rover's big Rover Fest in Cleveland and Edgefest in Dallas. It's about seeing our

***Continued next page***



and needing them to realize that we're real people and we get to party with fans of the radio show. And that's always been the blast to playing live at the festivals. We've always felt like we were a part of the local station, even though we are in San Diego. We spend our time interacting with the crowd and get to know the fans and listeners and they show us the same

have come and gone. Legally, SoundCloud is the only remaining



**MC:** Our other partner in the show is Kevin Zinger at SHR and Regime Artist Management. He started working with us around the time that we started pushing into syndication. He's an old school friend of both of us. We've done tours with some of the bands that are on his roster. There's been a lot of synergy with all three of us over the years.

**MP:** Which one of you is Skcratch and which one is Sniff?

**MR:** Well, Mike has always been associated a little more in the legit Hip Hop world and I've always been a Rock dude. One of our early taglines was where the hesh meets the fresh. I was the hesh and Mike was the fresh. So I guess on this one, Mike is the Skcratch and I'm the Sniff.

**MC:** (both laughing) I don't think either of us want to claim the Sniff but I'm definitely the Skcratch!



amount of love that they give to the morning show.

**MP:** Is the show archived online for fans to listen?

**MC:** You can find it on SoundCloud. Over the years there have been various platforms that

one where you can actually have an audience. You can find it at sns mix, which is our social media handle at most places.

**MP:** Who is helping you build and market the show?



CHEVELLE

Judas Priest

Happy  
Birthday  
Skratch N' Sniff!

bakar

**Epic**<sup>®</sup>

GZZY  
SBOURNE

Thank you  
for all your  
support through  
the years!

lamb  
of god

MODEST  
MOUSE



## NACC NON-COMM

TW LW

1	4	DURAND JONES	Private Space	Dead Oceans
2	3	JAPANESE BREAKFAST	Jubilee	Dead Oceans
3	5	LEON BRIDGES	Gold-Diggers Sound	Columbia
4	1	KING GIZZARD	Butterfly 3000	KGLW
5	10	YOLA	Stand For Myself	Easy Eye Sound
6	2	MODEST MOUSE	The Golden Casket	Epic
7	N/A	LOS LOBOS	Native Sons	New West
8	21	CLAIRO	Sling	FADER/Republic
9	14	ST VINCENT	Daddy's Home	Loma Vista
10	7	LUCY DACUS	Home Video	Matador/

WEEK ENDING AUGUST 11TH

# NACC

North American College & Community



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## NACC NEXT

TW LW

1	1	MODEST MOUSE	The Golden Casket	Epic
2	2	JAPANESE BREAKFAST	Jubilee	Dead Oceans
3	6	CLAIRO	Sling	FADER/Republic
4	4	KING GIZZARD	Butterfly 3000	KGLW
5	12	WILLOW	Lately I Feel Everything	MSFTS
6	11	YVES TUMOR	The Asymptotical World	Warp
7	13	HALF WAIF	Mythopoetics	Anti-
8	3	LUCY DACUS	Home Video	Matador
9	7	LEON BRIDGES	Gold-Diggers Sound	Columbia
10	22	BILLIE EILISH	Happier Than Ever	Darkroom

**HOST OF THE  
NACC 20  
COUNTDOWN  
SHOW**  
Joey Letcher



## NACC COMMUNITY

**MD OF THE  
MONTH**  
Crystal Bunch  
KZMU  
Moab, UT



**INDUSTRY  
INTERVIEW**  
Emma Tomey  
Beggars Group



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